

## CMGT 541: Integrated Communication Systems Fall 2017

### Professor Andrea B. Hollingshead

Office: ANN 414L

Office hours: Thursday, 5:30-6:15 and by appointment

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<http://annenberg.usc.edu/faculty/communication/andrea-b-hollingshead>

Course meets on Thursdays from 6:30-9:20p in ANN 210.

### Course description

This course provides an overview and application of marketing communication principles and strategies. The course will focus on key concepts and frameworks for creating and managing an integrated marketing communication (IMC) plan. Topics include situation analysis, consumer research, brand positioning, campaign objectives, creative strategy, promotion strategy, media strategy, and campaign management and evaluation. Special attention is given to current trends and innovations.

### Learning objectives

- Design, construct, and present an integrated marketing communications plan for an existing brand:
  - Perform a situation analysis.
  - Analyze integrated communication executions for existing brands, outlining suggestions for improvement and highlighting strengths and weaknesses.
  - Conduct qualitative interviews around an existing brand.
  - Conduct qualitative observations around an existing brand.
  - Distill insights from qualitative research
  - Prepare consumer research report.
  - Write a compelling brand challenge statement.
  - Research and define target audience
  - Perform a SWOT analysis
  - Create communication objectives for campaign.
  - Generate and execute a creative strategy for the campaign.
  - Develop an integrated media strategy that combines traditional and social media to deliver the intended message.
  - Develop a campaign evaluation plan.

### Textbooks and materials

There are 7 required texts available for purchase on Amazon. The other articles in the syllabus reading list can be downloaded from Blackboard.

- Coughter, P. (2012). The art of the pitch: Persuasion and presentation skills that win business. Palgrave Macmillan. ISBN-10: 0230120512

<https://www.amazon.com/Art-Pitch-Persuasion-Presentation-Business/dp/0230120512/>

- Sharp, B. (2010). How brands grow: What marketers don't know. Oxford University Press. ISBN-10: 0195573560. <https://www.amazon.com/How-Brands-Grow-What-Marketers/dp/0195573560/>
- Barden, P. (2013). Decoded: The science behind why we buy. John Wiley. ISBN-10: 1118345606. <https://www.amazon.com/Decoded-Science-Behind-Why-Buy/dp/1118345606/>
- Barry, P. (2016). The advertising concept book: Think now, design later (Third edition). Thames & Hudson. ISBN-10: 0500292671 <https://www.amazon.com/Advertising-Concept-Book-Think-Design-ebook/dp/B01IU5UY9S/>
- Berger, J. (2013). Contagious: Why things catch on. Simon & Schuster. ISBN-10: 1451686587. <https://www.amazon.com/Contagious-Things-Catch-Jonah-Berger/dp/1451686587/>
- Katz, H. (2016). The media handbook: A complete guide to advertising media selection, planning, research and buying (6<sup>th</sup> Edition). Routledge/Taylor and Francis. ISBN-10: 1138689165. <https://www.amazon.com/Media-Handbook-Advertising-Selection-Communication/dp/1138689165/>
- McDonald, J. (2017). Social media marketing workbook: 2017 Edition - How to use social media for business. <https://www.amazon.com/Social-Media-Marketing-Workbook-Business-ebook/dp/B01M6Z2BRI/>

## Grading policy

### Course components

Component	Percentage of Final Grade
1. Team Marketing Communication Plan	55%
2. Individual Response Papers	25
3. Peer Evaluation	10
4. Class Participation	10
<b>Total Percentage</b>	<b>100%</b>

### Team Project (55%)

The major assignment in the course is the team project in which you will create and present an integrated marketing communications plan. The main deliverables are midterm video presentation and written report, a video response to your team's midterm feedback, a final 20 min pitch video and a final written

report. The midterm presentation is worth 10%, the midterm written report 10%, midterm video response 5%, final presentation 15%; final report 15%.

I expect all members to contribute equally to the team assignments. The highest possible individual grade is the team grade. If you contribute less than other team members, your individual grade will be lower than the team grade. After each assignment, you will evaluate your team members, and I will consult those evaluations to determine individual grades. Late assignment will not be accepted.

**Attending the final exam is required. Missing class, arriving late or leaving early will result in a significant penalty in your participation grade.**

### *Individual Assignments (25%)*

There are two individual research paper assignments that will be helpful for your team projects: 1) Marketing Communication Analysis and Inventory (10%); 2) Consumer Research (15%).

Late assignments will not be accepted.

### *Peer Evaluation (10%)*

Giving and receiving constructive and useful feedback to team members and to other teams is an integral part of the team project. The peer evaluation grade is based on the formal feedback you provide to other teams on midterm presentations, creative & media pitches and final presentations. Feedback posted after the deadline will not receive credit.

Here are two good sources on tips to giving and receiving feedback.

<https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/assessing-student-work/grading-and-feedback/receiving-and-giving-effective-feedback>

<http://www.fastcompany.com/magazine/80/sgodin.html>

### *Class Participation (10%)*

Much of the class is discussion-based, and outside work may be required for class activities. Some activities and discussions will take place in class; some outside of class. I will keep track of the frequency and quality of your class participation. A good goal is to make at least one good comment during every class.

Class participation also involves being engaged and present. I will deduct points if I see texting and/or social media use during class.

### Grade ranges

Grade	Range
A	93.0% or higher
A-	90.0%-92.9%
B+	87.0%-89.9%
B	83.0%-86.9%
B-	80.0%-82.9%
C+	77.0%-79.9%
C	73.0%-76.9%
C-	70.0%-72.9%
D	60.0%-69.9%
F	59.9% or lower

### Library access

As a USC student, you have access to all the library resources and the Annenberg Librarian, Chimene Tucker ([cetucker@usc.edu](mailto:cetucker@usc.edu)), is available to assist. Here is the link to the Communication Management Research Guide through USC libraries: <http://libguides.usc.edu/cmgt541>

### Academic integrity policy

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the [SCampus Guide](#). It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code can result in expulsion from the university.

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. It is particularly important that you are aware of and avoid plagiarism, cheating on exams, fabricating data for a project, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. Two useful resources for avoiding plagiarism are:

[http://www.usc.edu/student-affairs/student-conduct/ug\\_plag.htm](http://www.usc.edu/student-affairs/student-conduct/ug_plag.htm);

<http://libguides.usc.edu/writingguide/plagiarism>

Please come and talk to me if you have questions after reading these resources.

USC and the Annenberg School for Communication and Journalism are committed to the general principles of academic honesty that include and incorporate the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. By taking this course, students are expected to understand and abide by these



principles. All submitted work for this course may be subject to an originality review as performed by Turnitin technologies (<http://www.turnitin.com>) to find text similarities with other Internet content or previously submitted student work. Students of this course retain the copyright of their own original work, and Turnitin is not permitted to use student-submitted work for any other purpose than (a) performing an originality review of the work, and (b) including that work in the database against which it checks other student-submitted work.

**IMPORTANT!** Any team or individual assignment that receives a high plagiarism score will receive a failing grade of 0. Any student who receives a high plagiarism score on two assignments will fail the course.

## Disabilities policy

Any student requesting academic accommodations based on a disability is required to register with The Office of Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor as early in the semester as possible. The phone number for DSP is (213) 740-0776. [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html)

## Laptop policy

Effective Fall 2014, all undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Virtual Commons for more information. To connect to USC's Secure Wireless network, please visit USC's Information Technology Services website.

## Dealing with stress

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help as soon as possible. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and free to USC students. <https://engemannshc.usc.edu/counseling/individual/>

## Discrimination and harassment

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety <http://capsnet.usc.edu/department/departement-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support,

and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

## Emergency preparedness

If an officially declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

## Weekly Topics and Readings (subject to change)

Week 1 (Aug 24)	<b>Course Introduction</b>
Week 2 (Aug 31)	<b>Pitching and Team Projects</b>  Coughter, P. (2012). The art of the pitch: Persuasion and presentation skills that win business. Palgrave Macmillan.
Week 3 (Sept 7)	<b>Ethics in Marketing Communication and Advertising</b>  Institute for Advertising Ethics: <i>Principles and Practices for Advertising Ethics</i> <a href="https://www.aaf.org/PDF/AAF%20Website%20Content/513_Ethics/AE_Principles_Practices.pdf">https://www.aaf.org/PDF/AAF%20Website%20Content/513_Ethics/AE_Principles_Practices.pdf</a>  Spirizzi, M. Online advertising ethics. Questionable uses of online advertising. <a href="http://advertising.about.com/od/onlineadvertising/a/questethicalads.htm">http://advertising.about.com/od/onlineadvertising/a/questethicalads.htm</a>
Week 4: (Sept 14)	<b>Building Brands</b>  Sharp, B. (2010). How brands grow: What marketers don't know. Oxford University Press.
Week 5 (Sept 21)	<b>Situation Analysis</b>  <u><b>Individual Paper 1 Due: Marketing Communications Evaluation</b></u>
Week 6 (Sept 28)	<b>Consumer Research I</b>  Barden, P. (2013). Decoded: The science behind why we buy. John Wiley.
Week 7 (Oct 5)	<b>Consumer Research II</b>  Strategies for Qualitative interviews <a href="http://sociology.fas.harvard.edu/files/sociology/files/interview_strategies.pdf">http://sociology.fas.harvard.edu/files/sociology/files/interview_strategies.pdf</a>
Week 8 (Oct 12)	<b>Moving from Research to Strategy: Campaign Objectives</b>  <u><b>Individual Paper 2 Due: Consumer Research</b></u>
Week 9 (Oct 19)	<b>Midterms – “Virtual Class”</b>  Post the link of your presentation. Post a constructive critique of other team presentations. Create and post team video response to class feedback.

<b>Week 10 (Oct 26)</b>	<b>Creative Strategy I</b>  Barry, P. (2016). <i>The advertising concept book: A complete guide to creative ideas, strategies, and campaigns</i> . New York: Thames & Hudson.
<b>Week 11 (Nov 2)</b>	<b>Creative Strategy II</b>  Berger, J. (2013). <i>Contagious: Why things catch on</i> . Simon & Schuster. ISBN-10: 1451686587.
<b>Week 12 (Nov 9)</b>	<b>Team Creative Strategy Pitches</b>  For inspiration, watch how different agencies present their creative ideas on "The Pitch" <a href="http://www.amctv.com/full-episodes/the-pitch">http://www.amctv.com/full-episodes/the-pitch</a>
<b>Week 13 (Nov 16)</b>	<b>Media Strategy</b>  Katz, H. (2016). <i>The media handbook: A complete guide to advertising media selection, planning, research and buying</i> (6 <sup>th</sup> Edition). Routledge/Taylor and Francis.
<b>Week 14 (Nov 23)</b>	<b>No Class – University Holiday—Thanksgiving</b>
<b>Week 15 (Nov 30)</b>	<b>Social Media Strategy and Plan Evaluation</b>  McDonald, J. (2017). <i>Social media marketing workbook: 2017 Edition - How to use social media for business</i> .
<b>Final Exam (Dec 7) 7:00-9:30p ANN 210</b>	<b>Final Pitch Videos and Reports</b>  Deadline: Post videos and reports by 5pm on Thurs, Dec 7. We will watch team videos with a Q&A/feedback afterward during exam time: 7:00-9:30p in ANN 210. <u><b>Attendance is mandatory.</b></u>